

TOWN THEATRE, INC

Board of Directors Meeting

May 21, 2015 Highland Municipal Building 6:30 PM

Pledge of Allegiance

The Board of Directors of the Town Theatre, Inc. began their meeting with the Pledge of Allegiance.

Roll Call and Introductions

Present on roll call included the following Town Theatre Board Members: Keith Bruxvoort, Robin Carlascio, Bridget DeYoung, Michael Griffin, Bruce Leep, Dawn Diamantopoulos, Michael Maloney, and Tracy Oprea. Dan Dunn was absent with notice. Attorney Carol Green-Fraley serving as attorney for the Board was also present. The following members of the public were in attendance: Chuck Haber, Tom Byelick, and Michele Piskol. Cecile Petro, Redevelopment Director, prepared the minutes of the meeting.

Minutes

Board Member Bruxvoort made a motion to accept the minutes as written for April 16, 2015. Board Member Oprea seconded the motion. **Motion carried by unanimous voice vote.**

Election of Officers

Interim President Michael Maloney reminded board members that the election of officers will take place at the next board meeting on June 18, 2015. No further discussion took place.

Timeline for Construction and Operations

Board Members discussed the timeline which reflected both construction and operational events. The Redevelopment Director, Cecile Petro, stated that the ceiling of the theatre has been removed and a report is expected on the roof structure soon from the structural engineering company, Enspect Engineering. The Redevelopment Commission is also preparing a Request for Proposals document for architectural services.

Reports from Committees

Bylaws Committee:

Bylaws have been completed and approved. President Maloney asked Ms. Petro to investigate the bylaws for information on what constitutes a quorum.

Volunteer Committee:

Ms. Petro reported that volunteer requests from over three hundred and forty people have been received. The Town's IT Director, Ed Dabrowski, is preparing an electronic listing of volunteers so that the Volunteer Committee will be able to communicate effectively with the volunteers. The first communication will be a survey requesting each volunteer to select the committee on which he/she would like to participate or provide information on his/her interests.

Programming Committee:

No update was provided.

Membership:

Committee Chair, Tracy Oprea, reported progress from the Membership Committee. Members will recruit volunteers to work the Car Cruise on May 30, 2015 and the Paws in the Park event on June 6, 2015 to pass out information on Town Theatre memberships. Other possible projects include sitting out in front of the Town Theatre and providing membership forms on several dates. One possible date will be during the July 3rd parade. Volunteers are needed to assist the Committee. Ms. Oprea reported that the Committee would like to add the four benefits of Membership to the back of the 2015 Founding Membership form. In addition, they are seeking ways to increase the benefits of the current 2015 Founding Memberships and for those who renew next year.

The Membership Committee has committed to a goal of two hundred new members by June 30, 2015. In order to reach that goal, they are researching the cost of placing large posters in the Town Theatre windows and encouraging board members to have a goal to recruit a specific number of new Town Theatre Founding Members.

Ms. Petro reported that the *Gazebo Express* town newsletter will insert a smaller version of the 2015 Founding Membership form within their May 2015 edition. She will report the number of new members at the next meeting.

Publicity:

Ms. Petro referred to the results of a survey prepared by Purdue Calumet students to provide information on the Redevelopment Commission's plan for an Art & Cultural District encompassing the theatre. Nineteen people have participated in the online survey to date. Most were over 50 years of age and 9 were male and 10 were female. Twelve were Highland resident and most of the respondents would like to see restaurants, open areas to sit and talk, coffee shops, breweries/wine bars, and artistic opportunities in the Art & Cultural District. Specific aesthetic features listed included: murals, gathering spaces, gardens, outdoor art, a fountain with walkways, and sculptures. At the Town Theatre, most respondents would like to see classic movies, plays/dramas, and music. About half or less would like to have open microphone nights, modern movies, music festivals, and opportunities for children including art, music, photography and drama. Comments were shared.

Board Member Carlascio will research appropriate software for the Town Theatre website. Currently, Facebook® pages for the Town Theatre and Highland Main Street and the website for the Town of Highland are keeping the community abreast of theatre news.

Technical Operations:

No update was provided.

General Operations:

No update was provided.

Maintenance:

Interim President Michael Maloney appointed Jim Kessler, a Redevelopment Commissioner, to the Chair of the Maintenance Committee. Mr. Kessler has taken many of the items out of the theatre and stored them on Redevelopment Commission property for safekeeping. He has also organized a clean-up operation within the theatre.

Finance:

Board Member Keith Bruxvoort stated that he will not be present at the June 18, 2015 meeting; however, he will electronically send a financial spreadsheet to all members before the meeting. Board Member Michael Griffin stated that once the officers are elected a bank account can be established and checks can be written to the Town Theatre, Inc. Bylaws will need to be reviewed for handling monies including the appropriate address on the check. He will also review procedures for transferring monies from the present Town accounts to Town Theatre, Inc., in order to allow board access.

Fundraising:

The Board addressed and discussed the proposed Tom Foolery Fundraiser event on September 11, 2015. Board Member Carlascio stated that she was opposed to scheduling a fundraising event on that date which has become known as Patriot's Day. Board Member Michael Griffin agreed. Other Board Members were not concerned that this date would be an issue. Board Member Michael Maloney made a motion to approve the date of September 11, 2015. Board Member Dawn Diamantopoulos seconded the motion. **By voice vote the motion was approved.**

Interim President Michael Maloney stated that he had a reservation about supporting this potential fundraiser. He stated that the percentage of profit that would go towards the Town Theatre would be relatively small and he proposed that the Board needs to focus on fundraisers that will provide a greater share of the profits to the theatre. People, he said, will attend a certain number of fundraisers and the board will want to maximize the profits at those limited number of fundraisers. Discussion ensued regarding holding off until the Board can provide the monies upfront for talent. Timing in this situation was the issue, Mr. Maloney stated.

Interim President Michael Maloney requested Board Member Bridget DeYoung to look into obtaining Edward Allen, originally from Highland, as a possible fundraising event. She will report back to the board at the next meeting.

Board Member Dawn Diamantopoulos will report back to the Board at the next meeting regarding the Robert Brasher prints.

Interim President Michael Maloney appointed Board Member Robin Carlascio to oversee and chair the "Sell a Seat" subcommittee. She will obtain information on other recent local efforts to obtain monies through a "Sell a Seat" projects.

Interim President Michael Maloney appointed Dawn Diamantopoulos as Chair of the Grant Writing Subcommittee.

Interim President Michael Maloney appointed Board Members Robin Carlascio and Bridget DeYoung as co-chairs of the Fundraising Committee. They will develop fundraising goals to review at a later board meeting.

Discussion ensued regarding combining the Fundraising Committee with the Publicity/Marketing/Website/and Social Media Committee. Members decided to postpone that discussion to a later meeting.

During general discussion, Board Member Bridget DeYoung stated that she will work with volunteers to develop a program for major donors and sponsors. Board Member Dawn Diamantopoulos stated that she has not received other Board Member biographies and photos for the facebook pages. She would also like to have artists draw murals on the two buildings to the north of the theatre before they are renovated. Redevelopment Director Cecile Petro will contact the Building and Inspection Department for approval.

Adjournment

Interim President Michael Maloney declared the agenda completed and adjourned the meeting at 5:56 PM.